



Turning 50 Series – Celebrating at Rancho La Puerta

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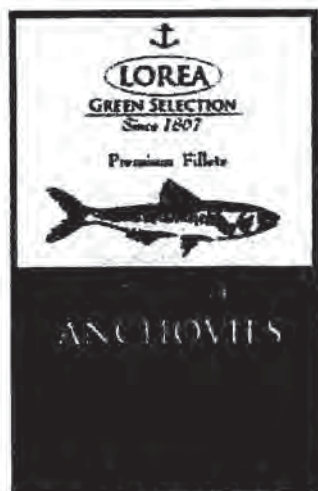


# THE **Gourmet** RETAILER

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## October 2008 Editor's Choice

As usual, this month's selection of goodies is an eclectic lot of products, ranging quite literally from breakfast to midnight snacks. Some of these I discovered at the New York Fancy Food Show, while others just seemed to arrive at my office. Some of these food products can be consumed just the way they are; others are ingredients; and some are both. As for the hard goods represented, you'll find no gimmicks here, just straightforward tools that will make life and work in the kitchen easier and more enjoyable. I hope you enjoy these selections.



### **Lorea Butterfly Anchovies**

I have always loved the anchovies from Spain. They tend to be redolent of the sea without tasting fishy or overly salty. Naturally I was very excited not only to discover a new line of excellent anchovies and tuna, but also to find these beautiful Butterfly Anchovies from Lorea, imported by expatriate Spaniard Alberto Solis. These are whole anchovies with the tail left on, making them ideal for presenting at the table or in a buffet selection. The Yurrita family has been producing tuna and anchovies since 1867 in the Basque coastal town of Mutriku in Northern Spain. After five generations, they are now the oldest seafood producer in Spain. For the Butterfly Anchovies, they use a premium fish, larger and meatier than the normal anchovy found in the market today. The anchovy fillets are carefully cleaned by hand and packed in extra-virgin olive oil. Their concern for the environment is reflected in their use of artisanal canning methods, sustainable fishing techniques and in their selection of fishing areas where species are not threatened. The proof is in the pudding, though, and these anchovies are fantastic. Although they are great mashed up and used in sauces, Caesar salad dressing and so on, they are too beautiful to not be used whole (I use their regular anchovies for those recipes). I've served the Butterfly Anchovies in our home two ways: simply splayed out on pieces of grilled, garlic-rubbed slices of baguette (be sure there is plenty of olive oil still clinging to the fish), and displayed on top of salads and even pasta dishes. Experimenting with Lorea products was like discovering anchovies all over again. Contact Epicure Spain at 510-531-6621 or e-mail alsolis55@yahoo.com.





### **Helen Chen's Perfect Rice Cooker**

Leave it to the Chinese to invent a perfect way to cook rice. I love rice but I'm not a big appliance person, and I lack the counter space to accommodate an electric rice cooker; plus, I've never had trouble cooking rice on the stove. The new Perfect Rice Cooker from Helen's Asian Kitchen is the happy medium. It is essentially a porcelain pot with a cover and a stainless steel base. You simply add the measured rice and water to the pot, cover, insert into a stockpot that is partially filled with water, and steam for 20 to 30 minutes. You will end up with -- as the name suggests -- perfect rice every time. The small steel base prevents hotspots in the cooker, resulting in evenly cooked rice that will never burn, scorch, boil over or stick to the steamer. You can put the steamer into the dishwasher, and because it's relatively small -- 2.5 quarts -- it is easy to store with your bowls. An added bonus is that the Perfect Rice Cooker can also be used to make couscous, millet, barley, quinoa and other grains, as well as steamed soups. I discovered that it is also great for simply reheating leftovers like casseroles and rice dishes. For anyone who is at all intimidated by cooking rice, the Perfect Rice Cooker is ideal. Aside from keeping track of the cooking time, there is absolutely nothing to do, allowing the cook to focus on other dishes. Go to [www.HelensAsianKitchen.com](http://www.HelensAsianKitchen.com) to see the whole line of Helen Chen's marvelous cookware and tabletop items. Helen's Asian Kitchen is distributed through Harold Import Company. Contact them at 800-526-2163 or [www.haroldskitchen.com](http://www.haroldskitchen.com).



### **Box Grater From Microplane**

Years ago, my brother complained to me that he couldn't find a box grater that would hold up to his rather forceful method of grating cheese, a task he takes very seriously. At last I can tell him I have found the right tool. Microplane's new Box Grater was introduced at the Summer Fancy Food Show. Like all of Microplane's products, the grater features surgical-grade stainless steel blades and an ergonomic, soft-grip handle. The box grater includes the most popular blades -- medium ribbon, extra coarse, a full-sized slicer and a removable fine zester blade. It also has non-slip rubber feet for stability and is completely dishwasher-safe. The company's signature blades have a patented razor-sharp edge that cuts through both hard and soft foods without tearing or shredding. Best of all, it's very sturdy and



extremely comfortable to use. I find that because the feet lift the grater up off the counter or cutting board, it's easier to tell how much you have grated. The Microplane Box Grater is great for cheese -- hard and soft -- as well as chocolate, root vegetables, ginger and all kinds of other things that I haven't even tried. My brother will be very happy. For more information, call 800-555-2767 or visit [www.microplane.com](http://www.microplane.com).



### **Bread & Jam From Pure Norway**

I recently discovered Pure Norway, producers of a variety of delicacies from the country of my paternal ancestors. Stopping by their stand at Fancy Food out of curiosity, I was wowed by the incredible flavors of their products, particularly their bread mixes (that don't taste at all like mixes) and a selection of three jams. The breads are available in three varieties: Oatmeal, Sunflower Seed and Whole Grain. Because they already contain yeast, all you have to do is add water and mix; and because they have developed their own special powdered fat, the finished breads will stay moist and fresh for up to four days without the use of preservatives. The Norwegians like to fill the bread dough with vegetables before baking, a healthy and delicious idea. Perhaps the best thing about their breads is that they make the perfect vehicles for their delicious jams. I tried the Raspberry, Strawberry and real Wild Blueberry. Norwegians, including myself, love berries, and they are a significant part of Norwegian food traditions. The jams are quite low in sugar, probably because they don't need a lot, and the berries are so flavorful that they are delicious eaten straight from the jar. However, give yourself a treat and spread them on the Pure Norway Breads. For more information, e-mail [sales@purenorwayusa.com](mailto:sales@purenorwayusa.com) or go to [www.purenorway.no](http://www.purenorway.no).



### **Lords of Salt Hand-Harvested Sea Salts**

The folks at Barhyte Specialty Foods in Oregon had a great idea. Under the Lords of Salt brand, they take Portuguese hand-harvested sea salt and smoke it over alder wood while introducing a variety of high-quality ingredients for added flavor such as Pinot Noir and Chardonnay wines, hazelnuts and, of all things, chocolate. The results are some of the most versatile and delicious salts available. The salt is



from the Nature Park Ria Formosa in southern Portugal. It is harvested by hand organically using traditional wooden rakes. The harvesters have earned the Slow Food Award for Defense of Biodiversity and also hold certification from Nature et Progres. They are just as meticulous in their sourcing of flavors. For example, the chocolate is from Dagoba Organic Chocolate in Ashland, Ore., and the wines are from Adelsheim Vineyards, also in Oregon. Besides the aforementioned flavors, they have added Serrano Lime and Olive to their selection. The salts work very well on all sorts of sweet and savory foods. I especially like using them on grilled meats, pasta dishes, fish, and in soups and stews. They are fun to taste using the suggestions from Lords of Salt that include putting some on unsalted butter, cream cheese or sliced cucumber. These salts are a great way to spruce up your everyday cooking and your most special recipes. So the next time someone tells you to take it with a grain of salt, you'll have a delicious variety from which to choose. For more information, call 800-227-4983 or visit [www.lordsofsalt.com](http://www.lordsofsalt.com).



#### **Pie Dish From Emile Henry**

Leave it to a Frenchman to develop one of the best pie dishes ever. Emile Henry, producers of a whole line of ceramic bakeware, are celebrating the 10th anniversary of their American Pie Dish; and to emphasize the fact, they have joined the American Pie Council. Their patented scalloped-edge pie dish (like the fluted crust on a pie) was developed by co-founder Jacques Henry in Marcigny, France, inspired by a turn-of-the-century photograph that was in his family's home. The dish, like all of Emile Henry's bakeware, is handcrafted from rich Burgundian clay and can go easily from the freezer to the oven and from the oven to the table without cracking. They are very resistant to chipping or breakage, and are not prone to crazing or discoloring. They are great for baking, and although it is designed for a classic American pie -- sweet or savory -- in our home, it is also recognized as the perfect dish for making classic French clafoutis, a fabulous dessert in which a kind of pancake batter is poured over ripe summer fruit and then baked. With the Emile Henry Pie Dish, it can be beautifully presented at the table for even the most elegant dinner. The dishes are available in the following colors: slate, sand, sky, figue, pink, azure, cerise, citron, as well as green, black and white. For more information, go to [www.emilehenryusa.com](http://www.emilehenryusa.com).



#### **Margaret's Artisan Bakery Crisps**



One of my favorite finds at the recent Summer Fancy Food Show is from Canada, a wonderful line of Crisps. These Crisps are from Margaret's Artisan Bakery in Vaughan, Ontario, and they are one of the best vehicles for cheese, cured meats, pâtés, dips, smoked salmon and other savory snacks. Sure, bread is the obvious choice for serving cheese and charcuterie, but you don't always have fresh bread when you need it. Also, I find that bread fills me up very quickly, which is not a good thing if it is as a prelude to a meal. Besides, Margaret's Crisps come in four delightful and nutritious flavors: Cranberry Pumpkin Seed, Date & Walnut, Caramel Apricot Almond, and Goji Berry & Pistachio. They are made from 100 percent organic flour with no preservatives, additives, trans fats, cholesterol or even yeast. They basically make little loaves of bread that are sliced and dried somehow to preserve their flavor, resulting in a crisp and very flavorful snack. They can be frozen and they can go in the oven or the microwave. They are attractive, too. The various crisps contain ingredients like golden flax, brown sugar, buttermilk, organic wheat flour and, of course, all the ingredients listed above. They are my new favorite cracker on which to serve cheese, etc. Also delicious on their own as a snack, they really enhance the flavors of cheese, especially if you use aged or flavored cheeses. For more information, call them at 877-240-5384 or visit [www.mjsfinefoods.com](http://www.mjsfinefoods.com).



### European-Style Butters From Epicurean Butter

This product contains two of my favorite foods -- butter and salt. After receiving such a bad rap for so many years, butter, especially full-fat, European-style butter, is once again getting some of the attention it deserves. Epicurean Butter makes a line of compound butters, both sweet and savory, that allow one to flavor food the way restaurant cooks have done for eons. Now they have launched two simple yet delicious and versatile butters that will add big flavor to your kitchen arsenal: European-Style Butter with Mediterranean Sea Salt & Olive Oil and European-Style Butter with Lime Sea Salt. In both cases, the wonderful creaminess of the butter gives way to the crunch of the sea salt crystals, and then in the case of the latter, the snap of citrus adds a brightness that is fabulous on grilled seafood or corn on the cob. I have to admit to a fair amount of simply spreading them on a variety of toasted breads as a cocktail hors d'oeuvre with a glass of wine. As the folks at Epicurean Butter say, these butters make it simple to create impressive meals effortlessly. And snacks, too! For more information, call them at 720-261-8175, e-mail [epicureanbutter@msn.com](mailto:epicureanbutter@msn.com) or go to [www.epicureanbutter.com](http://www.epicureanbutter.com).





### Udi's Natural Artisan Granola

Udi's is a Denver-based bread bakery and sandwich enterprise (they deliver around 2,000 sandwiches a day to local coffee shops and food stores), started by Udi Baron who traded a career in economics for one in the food business. In addition to what I hear is outstanding bread, they have added an outstanding granola to their mix -- Udi's Natural Artisan Granola -- adapted from an old family recipe by pastry chef and Udi's business partner Yasmin Lozada-Hissom. I tried a couple of varieties: the Original, made with thick-cut rolled oats, wildflower honey, canola oil, raisins, banana chips, walnuts, cashews, almonds and pistachios, as well as their new BanaBerry, aimed as an anti-junk cereal for children with the same rolled oats, wildflower honey, bananas and strawberries. They are both great as breakfast cereal, of course, but I found myself keeping some at desk side to stave off hunger in the mid-morning hours. We can't all be lucky enough to be able to have access to Udi's bread and sandwiches, but the whole country can enjoy what I think is a wonderful addition to the granola shelf. For more information, call 303-657-6366, e-mail [granola@udisfood.com](mailto:granola@udisfood.com) or visit [www.udisgranola.com](http://www.udisgranola.com).



### Touché Bakery Biscotti

Here is another Canadian product that caught my attention -- an extensive line of traditionally made biscotti from Touché Bakery in London, Ontario. Not just your typical biscotti, this company has set their product apart from the rest with some very creative flavors that include White Chocolate Ginger, Orange Zest (my personal favorite), Vanilla Chocolate, Triple Chocolate, Orange Chocolate, and Extra Cranberry. The biscotti, or twice-baked cookies (biscotti literally means "twice cooked"), are individually wrapped, making them a great snack for the car, the office, the dorm and so on. Made with real butter and other quality ingredients, and without the use of trans fats, these have a homemade flavor about them; and with their unique collection of flavors, there is something here for every taste and every age. For more information, call 519-455-0044 or e-mail [aswartz@touchebakery.com](mailto:aswartz@touchebakery.com).

Comments? [mellgren56@gmail.com](mailto:mellgren56@gmail.com)

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## Skinny Crisps

The Low Carb Gluten Free Cracker!



Welcome to our store. We invite you to browse through our store and shop with confidence. In addition, we adhere to a strict privacy policy that means your information will not be shared, sold, or otherwise distributed. We hope you enjoy your stay.

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Gluten Free rich cocoa based cookie mix with mini chocolate chips. 9 oz. You can add nuts or extra chocolate chips for delicious home baked cookies.

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### Our Products



Dark chocolate mini chip, brownie crisp topped with chocolate sprinkles! Sprinkles contain soy lecithin. Satisfies your chocolate craving. Wheat free, gluten free, low carb, high fiber.

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Wheat free, gluten free, high fiber, low carb unadorned plain crackers just waiting for your favorite toppings.

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Delicious tangy cheese flavor with a blend of cheddar and bleu cheese. Wheat free, gluten free, high fiber, low carb crackers.

Add To Cart



Wheat free, gluten free, low carb, high fiber cracker topped with white sesame seeds.

Add To Cart



This toasty onion flavor will remind you of a toasted onion bagel crust. Wheat free, gluten free, low carb, high fiber cracker with toasted onion topping.

Add To Cart



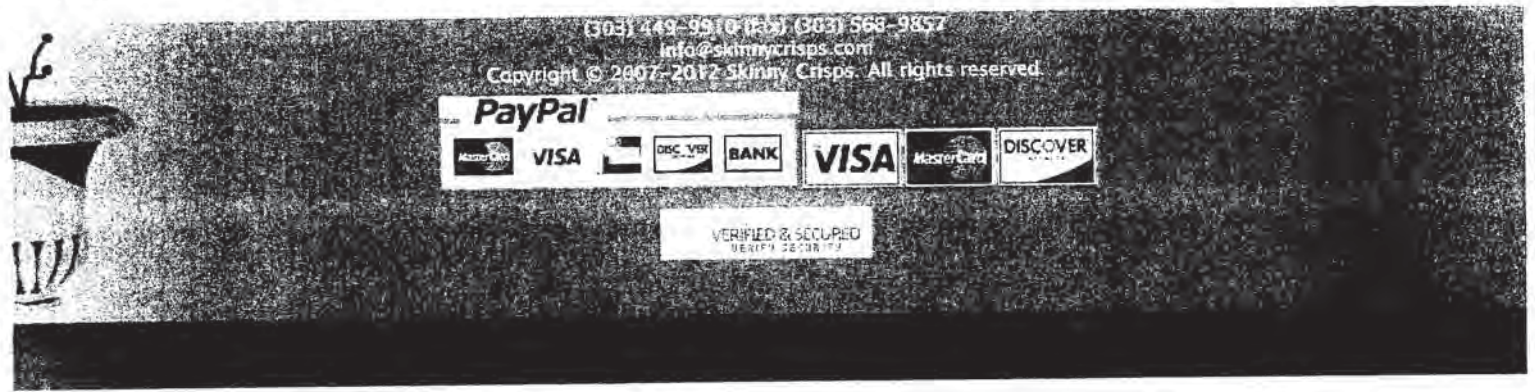
Yummy and not too sweet topped with cinnamon sugar. Similar to a cinnamon graham but more scrumptious. This crispy snack cracker that is gluten-free and contains approximately two carbs per six crackers.

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Wheat free, gluten free, low carb, high fiber cracker topped with black and white sesame and fennel seeds.

Add To Cart







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## Jan's Farmhouse Crisps - 4oz



Country of Origin: United States  
Region: Vermont  
City / Village: Stowe

Jan's Farmhouse Crisps are a healthy natural snack, great by themselves or with your favorite cheese. These crisp crackers have no artificial or processed ingredients and are full of delicious ingredients such as cranberries, flax seed, pistachios and roasted pumpkin seeds.

Produced By:

Jan's Farmhouse  
Crisps - 4oz  
Product ID: 02808

Price Qty

\$7.95 x

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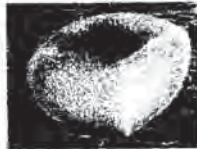
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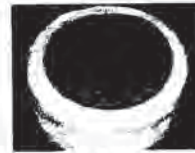
Bayley Hazen  
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Paglierino »

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Brillat-Savarin -  
17.5 oz. »

\$26.95

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Groseille 370g »

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Sampler »

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USA  
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Fruit Crisps

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Crisps

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Crisps

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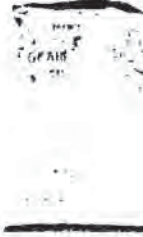
Mini Crisps Rice Snack-

Barrel O' Fun Snack  
Foods  
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Crisps

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USA  
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Eight Grain Crisps  
Baked Snack

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Potato Crisps

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Pacific  
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Crisps

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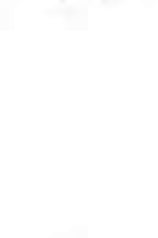
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Marketing

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Crisps

World Gourmet  
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Repackaging

Nonni's Food

USA  
Aug 2007



Bagel Crisps  
Repackaging

Nonni's Food

USA  
Aug 2007



Mediterranean  
Snacking Crisps

Snyder's of Hanover

USA  
Aug 2007



Veggie Crisps 100  
Calorie Snack Packs

Trader Joe's

USA  
Aug 2007



Almond Crisps

Lucerne Foods

USA  
Jul 2007



Cheddar Flavored  
Potato Crisps

Procter & Gamble

USA  
Jul 2007



Potato Crisps

Procter & Gamble

USA  
Jun 2007



Potato Crisps Variety  
Pack

Brothers  
International Food

USA  
Jun 2007



Fruit Crisps

Procter & Gamble

USA  
Jun 2007



Cheddar Cheese Potato  
Crisps

Utz Quality Foods

USA  
Jun 2007



Potato Crisps

Malt-O-Meal

USA  
Jun 2007



Blueberry Crisps

Frito-Lay

USA  
Jun 2007



Potato Crisps

OPP 005031  
CONFIDENTIAL



Procter & Gamble  
USA  
May 2007



Potato Crisps

Procter & Gamble  
USA  
May 2007



Potato Crisps Variety  
Pack

Procter & Gamble  
USA  
May 2007



Potato Crisps

Procter & Gamble  
USA  
May 2007



Chilly Cheesesteak  
Potato Crisps

Procter & Gamble  
USA  
May 2007



After Ego Salsa Potato  
Crisps

Procter & Gamble  
USA  
May 2007



Cheese and Chilli  
Potato Crisps

Frito-Lay  
USA  
May 2007



Cheddar Flavored  
Potato Crisps

Procter & Gamble  
USA  
Apr 2007



Potato Crisps

Procter & Gamble  
USA  
Apr 2007



Reduced Fat Crisps

Kraft Foods  
USA  
Apr 2007



Shortbread Cookie  
Crisps

Applesnapz Limited  
USA  
Mar 2007

Vegetable Crisps

Snyder's of Hanover  
USA  
Mar 2007



Veggie Crisps

General Mills  
USA  
Feb 2007



Bruschetta Flavored  
Bread Crisps

Procter & Gamble  
USA  
Feb 2007



Scene It? Movie Trivia  
Original Crisps

F. Marzetti  
USA  
Jan 2007



Bread Crisps

GOAT Food and  
Beverage Co.  
USA  
Jan 2007



Themed Crisps

OPP 005032  
CONFIDENTIAL

The Kitchen Table  
Bakers  
USA  
Jan 2007



Gourmet Wafel Crisps

Brothers  
International Food  
USA  
Jan 2007



All Natural Fruit Crisps

Frito-Lay  
USA  
Dec 2006



Flavored Potato Crisps

New York Style  
USA  
Dec 2006



Original Plain Bagel Crisps

Good Groceries  
USA  
Dec 2006

Frito-Lay  
USA  
Nov 2006



Baked Fruit Crisps

Frito-Lay  
USA  
Nov 2006



Baked Vegetable Crisps

Procter & Gamble  
USA  
Oct 2006



Gourmet Crisps Range

Snyder's of Hanover  
USA  
Oct 2006



Soy Crisps

New York Style  
USA  
Oct 2006



Sea Salt Bagel Crisps

Thou Shall Snack  
USA  
Sep 2006



Leuke Potato Pancake Crisps

GeniSoy  
USA  
Sep 2006



Roasted Garlic and Onion Soy Crisps

Frito-Lay  
USA  
Sep 2006



Nacho Cheese Flavored Tortilla Crisps

Procter & Gamble  
USA  
Sep 2006



Original Flavored Potato Crisps

Quaker Oats  
USA  
Aug 2006



Soy Crisps Repackaging

Procter & Gamble  
USA  
Aug 2006



Spicy Potato Crisps Variety Pack

OPP 005033  
CONFIDENTIAL



**Mesapeake Fields  
Farmers**  
USA  
Aug 2006



Baked Soy Crisps

**Procter & Gamble**  
USA  
Aug 2006



Potato Crisps with  
Jalapeño Flavors

**Snack Alliance**  
USA  
Aug 2006



Brown Rice Crisps

**Natural Group**  
USA  
Aug 2006



Vegetable Crisps

**Sunspire Chocolate  
And Confections**  
USA  
Aug 2006



Organic Baked  
Chocolate Crisps

**Mirotek Logical  
Approach**  
USA  
Jul 2006



Wasabi Rice Crisps

**Snyder's of Hanover**  
USA  
Jul 2006



Zesty Ranch Baked  
Potato Crisps

**Kraft Foods**  
USA  
Jul 2006



Thin Crisps

**Trader Joe's**  
USA  
Jul 2006



Soy Crisps

**Snyder's of Hanover**  
USA  
Jul 2006



Jalapeño & Cheddar  
Baked Potato Crisps

**Glenn Foods**  
USA  
Jun 2006



Soy Crisps Extension

**Tastemorr**  
USA  
Jun 2006



Rice Crisps

**Calbee America**  
USA  
Jun 2006



Snapea Crisps

**Tastefully Simple**  
USA  
Mar 2006



Sea Salt & Pepper  
Crisps

**Kroger**  
USA  
Mar 2006



Baked Multigrain  
Crisps

**The Kitchen Table  
Bakers**  
USA  
Feb 2006



Gourmet Water Crisps

OPP 005034  
CONFIDENTIAL

H.I. Bennndorf  
USA  
Jan 2006



Sweet Rice Crisps

Simbo Bakesies  
USA  
Jan 2006



Smoky Chipotle Cheese Corn Crisps

National Emporium  
USA  
Jan 2006



Sesame Rice Crisps

Procter & Gamble  
USA  
Jan 2006



Potato Crisps

Frito-Lay  
USA  
Jan 2006



Hot'n Spicy Barbecue  
Potato Crisps

Calbee America  
USA  
Dec 2005



Cinnamon Apple Crisps

Frito-Lay  
USA  
Oct 2005



Jalapeño Cheddar  
Potato Crisps

Kraft Foods  
USA  
Oct 2005



Peanut Butter Cookie  
Crisps

Price Chopper  
USA  
Oct 2005



Baked Thin Crisps

Guiltless Gourmet  
USA  
Sep 2005

Baked Potato Crisps

Mirrotek Logical  
Approach  
USA  
Sep 2005



Rice Crisps

Elki  
USA  
Sep 2005



Crisps

GMB Enterprises  
USA  
Sep 2005



Baked Potato Crisps

Kraft Foods  
USA  
Sep 2005



Thin Crisps Super  
Variety Pack

Eurochoc  
USA  
Aug 2005

Pop'Em Potato Crisps

Procter & Gamble  
USA  
Aug 2005



Repackaged Potato  
Crisps

OPP 005035  
CONFIDENTIAL



Target  
USA  
Aug 2005



Baked Snack Crisps

BIWC  
USA  
Aug 2005



All Natural Soy Crisps

GeniSoy  
USA  
Aug 2005



Repackaged Creamy  
Ranchi Soy Crisps

Trader Joe's  
USA  
Jul 2005



Potato Crisps

Stacy's  
USA  
Jul 2005



Soy Thin Crisps  
Extensions

Procter & Gamble  
USA  
Jun 2005



Potato Crisps  
Extension

Procter & Gamble  
USA  
Jun 2005



Incredibles Snack Pack  
of Potato Crisps

Procter & Gamble  
USA  
Jun 2005



Fat Free Potato Crisps

Procter & Gamble  
USA  
Jun 2005



Hickory BBQ Potato  
Crisps

Procter & Gamble  
USA  
Jun 2005



Loaded Baked Potato  
Crisps

MasterFoods  
USA  
May 2005



Limited Edition  
Chocolate Crisps  
Candy

Snyder of Berlin  
USA  
May 2005



Vegetable Crisps

Stacy's  
USA  
May 2005



Soy Thin Crisps  
Extension

Carbs A Weigh  
USA  
May 2005



Cheese Crisps

Classic Foods  
USA  
May 2005



Potato Crisps

Stacy's  
USA  
Mar 2005



Buttery Caramel Soy  
Thin Crisps

OPP 005036  
CONFIDENTIAL

Kraft Foods  
USA  
Mar 2005



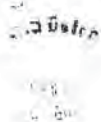
Repackaged Thin  
Crisps

Procter & Gamble  
USA  
Mar 2005



Original Potato Crisps

Old Dutch Foods  
USA  
Feb 2005



Baked Potato Crisps

Kraft Foods  
USA  
Jan 2005



Cinnamon Thin Crisps

Procter & Gamble  
USA  
Mar 2005



Potato Crisps Snack  
Stacks

Inter-American  
Products  
USA  
Mar 2005



Baked Wheat Crisps  
Snack Crackers

Procter & Gamble  
USA  
Feb 2005



Potato Crisps

GeniSoy  
USA  
Jan 2005



Potato Soy Crisps

Frito-Lay  
USA  
Mar 2005



Potato Flavored Potato  
Crisps

Frito-Lay  
USA  
Feb 2005



Ranch Potato Crisps

Procter & Gamble  
USA  
Feb 2005



Potato Crisps  
Extensions

Schwans Bakery  
USA  
Dec 2004



Fruit Crisps

Good Wives  
USA  
Mar 2005

Tortilla Crisps with  
Pineapple Extensions

New York Style  
USA  
Feb 2005



Everything Bagel  
Crisps Reformulation

Carbsense Foods  
USA  
Jan 2005



Dark Chocolate Bar  
with Soy Crisps

Frito-Lay  
USA  
Dec 2004



Monterey Pepper Jack  
Potato Crisps

OPP 005037  
CONFIDENTIAL



Procter & Gamble

USA  
Dec 2004



Potato Crisps  
Packaging

elite industries  
USA  
Nov 2004



Sugarless Milk  
Chocolate with Rice  
Crisps

Lance

USA  
Nov 2004



Barbecue Potato Crisps

Procter & Gamble  
USA  
Sep 2004



Limited Edition Potato  
Crisps

USA  
Dec 2004



Rice Crisps

Procter & Gamble  
USA  
Nov 2004



Potato Crisps  
Repackaging

Procter & Gamble

USA  
Nov 2004



Potato Crisps

Glenn Foods  
USA  
Sep 2004



Mint Fudge Soy Crisps

CarbSense Foods  
USA  
Dec 2004



Soy Cake Caramel  
Crisps

Target  
USA  
Nov 2004



Waffle-Cut Crème  
Fraîche & Green Onion  
Crisps

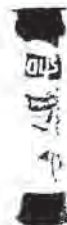
Procter & Gamble

USA  
Oct 2004



Prints Original Potato  
Crisps Repackaging

Frito-Lay  
USA  
Sep 2004



Salt & Vinegar Potato  
Crisps

Quaker Foods &  
Beverages  
USA  
Nov 2004



Soy Crisps

Wise Foods  
USA  
Nov 2004



Baked Potato Crisps

Mike-Sell's Potato  
Chips  
USA  
Oct 2004



Soy Crisps

Brownstone Baking  
USA  
Sep 2004



Mini Bagel Crisps  
Extensions

OPP 005038  
CONFIDENTIAL



Thin Crisps



100 Calorie Packs  
Thins Crisps



Flavored Potato Crisps



Barbecue Flavored  
Potato Crisps



Low Fat Soy Crisps  
Repackaging



Savory Crisps



Fun Facts Potato Crisps



Soy Crisps



Potato Crisps



Fat Free Potato Crisps



Cookie Crisps



Cheesier! Potato Crisps



Back 2 School Potato  
Crisps



Ketchup Blast Potato  
Crisps



Snack Crisps



Rice Crisps

OPP 005039  
CONFIDENTIAL



National Importers  
US  
USA  
Mar 2004

Quaker Foods &  
Beverages  
USA  
Feb 2004

New York Style  
USA  
Feb 2004

Procter & Gamble  
USA  
Nov 2004



Sweet Wafer Crisps

Baked Crisps

Garlic Bagel Crisps

Potato Crisps  
Extension

Mrs. Smith's  
Bakeries  
USA  
Dec 2003

Fil's Chicago's Market  
USA  
Nov 2003

Procter & Gamble  
USA  
Oct 2003

Mrs. Smith's  
Bakeries  
USA  
Sep 2003



Fruit Crisps

Crisps

Halloween Orange  
Colored Crisps 8-Pack

Homestyle Crisps

Snyder's of Hanover  
USA  
Sep 2003

World Gourmet  
Marketing  
USA  
Sep 2003

Gillebagaren AB  
USA  
Aug 2003

Procter & Gamble  
USA  
Aug 2003



All Natural Veggie  
Crisps

Soy Crisps

Orange Crisps

Colored Potato Crisps

Frito-Lay  
USA  
Aug 2003

Family Foods  
USA  
Jul 2003

Roberts American  
Gourmet  
USA  
Jun 2003

Bimbo Bakeries  
USA  
May 2003



Smart Snack Potato  
Crisps Packaging

Flavored Snack Crisps

Potato Crisps

Smoky Chipotle N'  
Cheese Corn Crisps

OPP 005040  
CONFIDENTIAL

Procter & Gamble  
USA  
May 2003



White Cheddar Potato  
Crisps

Quaker Foods &  
Beverages  
USA  
Jan 2003



Baked Crisps  
Extensions

Frito-Lay  
USA  
Oct 2002



Potato Crisps

Frito-Lay  
USA  
May 2002



Sour Cream & Onion  
Crisps

Glenn Foods  
USA  
Apr 2003



Soy Crisps

Quaker Foods &  
Beverages  
USA  
Dec 2002



Baked Crisps

Family Foods  
USA  
Jul 2002



Savory Snack Crisps  
from Spain

Gerber  
USA  
May 2002



Sweet Potato Crisps

Wal-Mart  
USA  
Mar 2003



Sour Cream and Cheddar  
Potato Crisps

Glenn Foods  
USA  
Nov 2002



Low Fat Cheddar Soy  
Crisps

Regco  
USA  
Jun 2002



Treasure Crisps

Glenn Foods  
USA  
Apr 2002



Potato Crisps

Brownstone Baking  
USA  
Feb 2003



Mini Bagel Crisps

Beta Brands U.S.A.  
USA  
Oct 2002



Bite-Size Crisps

Procter & Gamble  
USA  
Jun 2002



Sweet Mesquite BBQ  
Potato Crisps

Vineyard Collection  
USA  
Jan 2002

Wine and Cheese  
Crisps

OPP 005041  
CONFIDENTIAL



Calbee America  
USA  
Jan 2002



Save Snow Pea Crisps

Procter & Gamble  
USA  
Nov 2001



Potato Crisps in  
Cheddar Cheddar

Hydrex of Hain  
USA  
Nov 2001



Veggie Crisps

Lotus Foods  
USA  
Oct 2001



Basso & Sesame  
Crisps

Procter & Gamble  
USA  
Jul 2001



Potato Crisps  
Extension

Wal-Mart  
USA  
Jun 2001



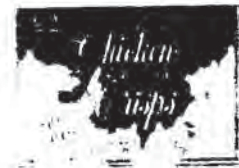
Regular Potato Crisps

Wildvine Wind Organic  
Farms  
USA  
May 2001



Potato Crisps

Kroger  
USA  
Apr 2001



Baked Chicken Crisps  
Snack Crackers

GeniSoy  
USA  
Apr 2001



Soy Crisps

California Grapeseed  
USA  
Jan 2001



Sesame Rice Crisps

Stacy's  
USA  
Nov 2000

Thin Crisps Soy Chips

Biga Bakery  
USA  
Sep 2000



Seasoned Crisps

Glenn Foods  
USA  
Jul 2000



Low Fat Soy Crisps

Brownstone Baking  
USA  
Jun 2000



Genoa Crisps Crackers

Calbee America  
USA  
Feb 2000



Snapea Crisps

Nabisco  
USA  
Jul 1999



Air Crisps Crackers

OPP 005042  
CONFIDENTIAL

Nautica  
USA  
Mar 1999

Frito-Lay  
USA  
Mar 1999



Potato Crisps

Porter & Gammon  
USA  
Feb 1999



Porter & Gammon's Potato Crisps

Kellogg  
USA  
Nov 1998  
semble:



Kellogg's Potato Crisps

Sony Japan & Grand  
Potato Crisps

Ecce Panis

USA  
Jun 1998

[http://www.gnpd.com/sinatra/gnpd/hotlink/item\\_id=10004958?utm\\_source=download&utm\\_medium=rtf](http://www.gnpd.com/sinatra/gnpd/hotlink/item_id=10004958?utm_source=download&utm_medium=rtf)

USA  
Dec 1997



Potato Air Crisps

Tired of Life

USA  
Sep 1997



Low Fat Baked Potato Crisps

Heaven-Celestial Group

USA  
Aug 1997



Bagel Crisps Rice Cakes

Ecce Panis Tuscan  
Crisps

[http://www.gnpd.com/sinatra/gnpd/hotlink/item\\_id=10003099?utm\\_source=download&utm\\_medium=rtf](http://www.gnpd.com/sinatra/gnpd/hotlink/item_id=10003099?utm_source=download&utm_medium=rtf)

USA  
May 1997



Thin Crisps

Gourmet America

USA  
Mar 1997



Veggie Crisps

Gourmet America

USA  
Mar 1997



Mini Crisps

[http://www.gnpd.com/sinatra/gnpd/hotlink/item\\_id=10001762?utm\\_source=download&utm\\_medium=rtf](http://www.gnpd.com/sinatra/gnpd/hotlink/item_id=10001762?utm_source=download&utm_medium=rtf)

USA  
Dec 1996



Extra Thin Baked Potato Crisps

OPP 005043  
CONFIDENTIAL



http://www.gnpd.com/

USA  
Dec 1996

Low Fat Potato Crisps

http://www.gnpd.com/  
sinatra/gnpd/hotlink/b  
em\_id=10000952?utro  
source=download&ut  
m\_medium=rtf

USA  
Aug 1996



Bread Crisps

Kettle

USA  
Aug 1996



Kettle Crisps

OPP 005044  
CONFIDENTIAL





**Procter & Gamble**  
USA  
Feb 2012



Limited Edition Sour & Cream Crisps

**Snapdragon Foods**  
USA  
Feb 2012



Sea Salt & Vinegar Baked Rice Crisps

**Procter & Gamble**  
USA  
Jan 2012



Potato Crisps Holiday Value Pack

**Jungle Treats**  
USA  
Dec 2011



Dehydrated Maple Coconut Kale Crisps

**Pepperidge Farm**

USA  
Dec 2011  
20% MORE!



Wheat Crisps

**John Wm. Macy's CheeseSticks**

USA  
Nov 2011



Cheddar & Asiago Cheese Crisps

**Procter & Gamble**

USA  
Oct 2011



Han Solo Salt & Vinegar Potato Crisps

**Procter & Gamble**

USA  
Oct 2011



Mild Jalapeno Cheddar Potato Crisps

**Integrated Global Organics**

USA  
Sep 2011



Organic Potato Crisps

**Fresh & Easy Neighborhood Market**

USA  
Sep 2011



Roasted Garden Vegetable Crisps

**Procter & Gamble**

USA  
Aug 2011



Lightly Salted Potato Crisps

**Boulder Natural Foods**

USA  
Aug 2011



Garden Select Vegetable Crisps with Hearty Cheddar Flavor

**Cain Foods**

USA  
Aug 2011



Barbecue Flavoured Potato Crisps

**Cain Foods**

USA  
Aug 2011



White Cheddar Corn Crisps

**Umpqua Indian Foods**

USA  
Aug 2011



Nana Crisps

**Frito-Lay**

USA  
Aug 2011



Jalapeño Jack Flavoured Crisps

OPP 008779

**Shearer's Foods**

USA  
Aug 2011



Sea Salt and Black  
Sesame Flavored  
Gourmet Wildrice  
Crisps

**Kangaroo Brands**

USA  
Aug 2011



Chili Lime Crisps

**Pepperidge Farm**

USA  
Jul 2011  
20+ MORE!



Cheese Crisps

**Weight Watchers  
International**

USA  
Jul 2011



Popped Barbeque  
Potato Crisps

**Procter & Gamble**

USA  
Jun 2011



The Original Fangled  
Potato Crisps

**Salba Smart Natural  
Products**

USA  
May 2011



Baked Original Recipe  
Potato Crisps

**Duane Reade**

USA  
May 2011



Veggie & Fruit Crisps

**Brothers  
International Food**

USA  
Apr 2011



Fruit Crisps

**Procter & Gamble**

USA  
Apr 2011



Onion Blossom Potato  
Crisps

**Brothers  
International Food**

USA  
Apr 2011



Fruit Crisps

**Kmart**

USA  
Mar 2011



Caramel Corn Naturally  
Flavored Rice Crisps

**Quaker Oats**

USA  
Mar 2011



Air Baked Rice and  
Corn Crisps

**Procter & Gamble**

USA  
Feb 2011



Potato Crisps

**Aldi**

USA  
Feb 2011



S'Mores Drizzled Mini  
Crisps

**Target**

USA  
Feb 2011



Sea Salt & Vinegar  
Baked Potato Crisps

**Fresh & Easy  
Neighborhood  
Market**

USA  
Feb 2011



Deliciously Crunchy  
Plantain Crisps



**Procter & Gamble**  
USA  
Jan 2011



Potato Crisps

**Procter & Gamble**  
USA  
Nov 2010



Cheesy Cheddar  
Flavored Crisps

**Procter & Gamble**  
USA  
Oct 2010



Potato Crisps Variety  
Pack

**Aldi**  
USA  
Aug 2010



Chocolate Flavored  
Drizzled Multigrain  
Crisps

**Panos**  
USA  
Jan 2011



Teriyaki Flavoured  
Brown Rice Crisps

**Right Track Global**  
USA  
Nov 2010



Popumz Vanilla Drizzle  
Whole Grain Snack  
Crisps

**Aldi**  
USA  
Oct 2010



Original Multigrain  
Crisps

**Topco Associates**  
USA  
Aug 2010



Ranch Flavored Rice  
Crisps

**Pepperidge Farm**  
USA  
Dec 2010



Cheddar Cheese  
Flavored Crisps

**Snyder's of Hanover**  
USA  
Nov 2010



Garden Veggie Crisps

**Safeway**  
USA  
Oct 2010



Green Bean Crisps

**Procter & Gamble**  
USA  
Aug 2010



Ragin' Cajun Potato  
Crisps

**Frito-Lay**  
USA  
Dec 2010



Southwestern Ranch  
Flavored Potato Crisps

**Wal-Mart**  
USA  
Nov 2010



Parmesan Garlic Pita  
Crisps

**Procter & Gamble**  
USA  
Oct 2010



BBQ Potato Crisps

**Frito-Lay**  
USA  
Jul 2010



Original Potato Crisps

OPP 008781

**Procter & Gamble**  
USA  
Jul 2010



Ketchup Potato Crisps

**CVS Pharmacy**  
USA  
Apr 2010



Barbecue Potato Crisps

**Snack Alliance**  
USA  
Mar 2010



Gourmet Brown Rice  
Wholegrain Crisps

**Procter & Gamble**  
USA  
Mar 2010



Cheddar BBQ Flavored  
Potato Crisps

**Genisoy Food**  
USA  
Jul 2010



Sweet Crisps

**Frito-Lay**  
USA  
Apr 2010



Parmesan and Tuscan  
Herb Flavored Potato  
Crisps

**Kellogg**  
USA  
Mar 2010



Ready To Eat Fruit  
Crisps Cereal Bars

**Procter & Gamble**  
USA  
Mar 2010



Potato Crisps

**Natural Snacks**  
USA  
Jun 2010



All Natural Thin Crisps

**Kraft Foods**  
USA  
Apr 2010



Buttery Flavor Pretzel  
Crisps

**Quaker Oats**  
USA  
Mar 2010



Multigrain Fiber Crisps

**Genisoy**  
USA  
Jan 2010



Multigrain Crisps  
Rosemary & Olive Oil

**DZA Brands**  
USA  
May 2010



Original Potato Crisps

**Aldi**  
USA  
Mar 2010



Sour Cream & Onion  
Cracker Crisps

**Procter & Gamble**  
USA  
Mar 2010



Extreme Potato Crisps

**Associated  
Wholesale Grocers**  
USA  
Jan 2010



Caramel Corn Crisps

OPP 008782



**Duane Reade**

USA  
Dec 2009



Sea Salt Baked Potato Crisps

**Duane Reade**

USA  
Dec 2009



Cheddar Soy Crisps

**Goldbaums Natural Food**

USA  
Dec 2009



Zesty Rice Crisps

**Pepperidge Farm**

USA  
Nov 2009



Cheese Crisps

**Procter & Gamble**

USA  
Nov 2009



Original Potato Crisps

**Brothers International Food**

USA  
Nov 2009



Fruit Crisps

**Procter & Gamble**

USA  
Nov 2009



Smokin' Hot Ranch Potato Crisps

**7-Eleven**

USA  
Oct 2009



Cheddar Cheese Flavored Multigrain Snack Crisps

**Procter & Gamble**

USA  
Oct 2009



Fat Free Potato Crisps

**Herr Foods**

USA  
Oct 2009



Potato Crisps

**Yogi Tea**

USA  
Sep 2009



Granola Crisps

**Procter & Gamble**

USA  
Sep 2009



Chipotle BBQ Potato Crisps

**World Gourmet**

USA  
Sep 2009



Garden Veggie Crisps

**Frito-Lay**

USA  
Aug 2009



Baked Veggie Crisps

**Genisoy**

USA  
Aug 2009



Sweet Crisps Cinnamon Streusel

**Calbee America**

USA  
Aug 2009



Suya Original Snow Pea Crisps

OPP 008783



**Procter & Gamble**  
USA  
Aug 2009



Potato Crisps Variety Pack

**TrueNorth**  
USA  
Jun 2009



Almond Crisps

**Snyder's of Hanover**  
USA  
May 2009



Original Vegetable Crisps

**Brothers International Food**  
USA  
Apr 2009



Fruit Crisps

**Genisoy**  
USA  
Jul 2009



Nacho Cheese Flavoured Soy Crisps

**Procter & Gamble**  
USA  
Jun 2009



Torchin' Tamale Potato Crisps

**Procter & Gamble**  
USA  
May 2009



Potato Crisps

**Frito-Lay**  
USA  
Apr 2009



Original Potato Crisps

**Procter & Gamble**  
USA  
Jun 2009



Buffalo Wing Potato Crisps

**Procter & Gamble**  
USA  
May 2009



Southwestern Barbecue Potato Crisps

**Procter & Gamble**  
USA  
Apr 2009



Potato Crisps

**Gold'N'Krackle**  
USA  
Apr 2009



Cheese & Oregano Crisps

**Frito-Lay**  
USA  
Jun 2009



Cheddar and Sour Cream Crisps

**Snack Alliance**  
USA  
May 2009



Wholegrain Gourmet Brown Rice Crisps

**Procter & Gamble**  
USA  
Apr 2009



Barbecue Potato Crisps

**Trader Joe's**  
USA  
Mar 2009

Chewy Crisps Tom Yum Cashews

OPP 008784

**Topco Associates**

USA  
Mar 2009



All Natural Ranch Soy  
Crisps

**Quaker Oats**

USA  
Feb 2009



Air Baked Rice and  
Corn Crisps

**Procter & Gamble**

USA  
Feb 2009



Potato Parmesan Garlic  
Potato Crisps

**Snyder's of Hanover**

USA  
Dec 2008



Original Vegetable  
Crisps

**TrueNorth**

USA  
Nov 2008



100% Natural Pistachio  
Crisps

**Roundy's**

USA  
Nov 2008



Rice Crisps

**Schnucks Markets**

USA  
Oct 2008



Mini Crisps Rice Snacks

**Barrel O' Fun Snack Foods**

USA  
Sep 2008



Crisps

**Trader Joe's**

USA  
Sep 2008



Eight Grain Crisps  
Baked Snack

**Procter & Gamble**

USA  
Jul 2008



Cheesy Fries Potato  
Crisps

**Frito-Lay**

USA  
Jun 2008



Flavored Tortilla  
Crisps

**Brothers International Food**

USA  
Jun 2008



Fruit Crisps

**Natural Snacks**

USA  
Jun 2008



Potato Crisps

**Monte Azzuro**

USA  
Jun 2008



Fruit Crisps Mix

**Jays Foods**

USA  
May 2008



Naturally Baked Potato  
Crisps

**Target**

USA  
Apr 2008



Baked Cheese Crisps

OPP 008785



**Brothers  
International Food**  
USA  
Apr 2008



Fruit Crisps

**Brothers  
International Food**  
USA  
Apr 2008



Potato Crisps

**World Gourmet**  
USA  
Apr 2008



8 Grain Crisps

**Herr Foods**  
USA  
Apr 2008



Blossoming Onion  
Crisps

**Procter & Gamble**  
USA  
Mar 2008



Original Fat Free  
Potato Crisps

**General Mills**  
USA  
Mar 2008



Cereal Snack Crisps

**Frito-Lay**  
USA  
Feb 2008



Baked Cracker Crisps

**World Gourmet  
Marketing**  
USA  
Feb 2008



Multi Grain Crisps

**Frito-Lay**  
USA  
Feb 2008



Original Potato Crisps

**World Gourmet**  
USA  
Jan 2008



Multi Grain Mini Crisps

**Procter & Gamble**  
USA  
Jan 2008



Potato Crisps

**Lucerne Foods**  
USA  
Jan 2008



Sea Salt Soy Crisps

**Just Off Melrose**  
USA  
Jan 2008



Caesar Crisps

**Target**  
USA  
Dec 2007



Low-Fat Potato Crisps

**Frito-Lay**  
USA  
Nov 2007



Almond Crisps

**Procter & Gamble**  
USA  
Nov 2007



Potato Crisps

OPP 008786



**Procter & Gamble**  
USA  
Nov 2007



Potato Crisps

**Frito-Lay**  
USA  
Oct 2007



Apple Cinnamon Grove  
Baked Fruit Crisps

**Procter & Gamble**  
USA  
Oct 2007



Sour Cream & Onion  
Potato Crisps

**Old Dutch Foods**  
USA  
Oct 2007



Baked Potato Crisps

**Procter & Gamble**  
USA  
Oct 2007



Potato Crisps

**The Great Atlantic & Pacific**  
USA  
Oct 2007



Potato Crisps

**Trader Joe's**  
USA  
Sep 2007



Crisps

**Procter & Gamble**  
USA  
Sep 2007



Sweet Potato Crisps

**World Gourmet Marketing**  
USA  
Sep 2007

**World Gourmet Marketing**  
USA  
Sep 2007

**Nonni's Food**  
USA  
Aug 2007

**Nonni's Food**  
USA  
Aug 2007



Bagel Crisps  
Repackaging



Mediterranean  
Snacking Crisps

Crisps Range

**Snyder's of Hanover**  
USA  
Aug 2007



Veggie Crisps 100  
Calorie Snack Packs

Multi Grain Crisps  
Repackaging

**Lucerne Foods**  
USA  
Jul 2007



Cheddar Flavored  
Potato Crisps

**Procter & Gamble**  
USA  
Jul 2007



Potato Crisps

**Procter & Gamble**  
USA  
Jun 2007



Potato Crisps Variety  
Pack

OPP 008787

**Brothers International Food**  
USA  
Jun 2007



Fruit Crisps

**Procter & Gamble**  
USA  
Jun 2007



Cheddar Cheese Potato Crisps

**Utz Quality Foods**  
USA  
Jun 2007



Potato Crisps

**Frito-Lay**  
USA  
Jun 2007



Potato Crisps

**Procter & Gamble**  
USA  
May 2007



Potato Crisps

**Procter & Gamble**  
USA  
May 2007



Potato Crisps Variety Pack

**Procter & Gamble**  
USA  
May 2007



Potato Crisps

**Procter & Gamble**  
USA  
May 2007



Philly Cheesesteak Potato Crisps

**Procter & Gamble**  
USA  
May 2007



Alter Ego Salsa Potato Crisps

**Procter & Gamble**  
USA  
May 2007



Cheese and Chilli Potato Crisps

**Frito-Lay**  
USA  
May 2007



Cheddar Flavored Potato Crisps

**Procter & Gamble**  
USA  
Apr 2007



Potato Crisps

**Procter & Gamble**  
USA  
Apr 2007



Reduced Fat Crisps

**Applesnapz**  
USA  
Mar 2007



Vegetable Crisps

**Snyder's of Hanover**  
USA  
Mar 2007



Veggie Crisps

**Procter & Gamble**  
USA  
Feb 2007



Scene It? Movie Trivia Original Crisps

OPP 008788



**T. Marzetti**

USA  
Jan 2007



Bread Crisps

**GOAT Food and Beverage Co.**

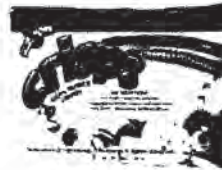
USA  
Jan 2007



Themed Crisps

**Brothers International Food**

USA  
Jan 2007



All Natural Fruit Crisps

**Frito-Lay**

USA  
Dec 2006



Flavored Potato Crisps

**New York Style**

USA  
Dec 2006



Original Plain Bagel Crisps

**Frito-Lay**

USA  
Nov 2006



Baked Fruit Crisps

**Frito-Lay**

USA  
Nov 2006



Baked Vegetable Crisps

**Procter & Gamble**

USA  
Oct 2006



Gourmet Crisps Range

**Snyder's of Hanover**

USA  
Oct 2006



Soy Crisps

**New York Style**

USA  
Oct 2006



Sea Salt Bagel Crisps

**Thou Shall Snack**

USA  
Sep 2006



Latke Potato Pancake Crisps

**GeniSoy**

USA  
Sep 2006



Roasted Garlic and Onion Soy Crisps

**Frito-Lay**

USA  
Sep 2006



Nacho Cheese Flavored Tortilla Crisps

**Procter & Gamble**

USA  
Sep 2006



Original Flavored Potato Crisps

**Quaker Oats**

USA  
Aug 2006



Soy Crisps Repackaging

**Procter & Gamble**

USA  
Aug 2006



Spicy Potato Crisps Variety Pack

OPP 008789

**Chesapeake Fields  
Farmers**  
USA  
Aug 2006



Baked Soy Crisps

**nSpired Natural  
Foods**  
USA  
Aug 2006



Organic Baked  
Chocolate Crisps

**Trader Joe's**  
USA  
Jul 2006



Soy Crisps

**Calbee America**  
USA  
Jun 2006



Snapea Crisps

**Procter & Gamble**  
USA  
Aug 2006



Potato Crisps with  
Jalapeño Flavor

**Mirrotek Logical  
Approach**  
USA  
Jul 2006

Wasabi Rice Crisps

**Snyder's of Hanover**  
USA  
Jul 2006



Jalapeño & Cheddar  
Baked Potato Crisps

**Tastefully Simple**  
USA  
Mar 2006



Sea Salt & Pepper  
Crisps

**Snack Alliance**  
USA  
Aug 2006



Brown Rice Crisps

**Snyder's of Hanover**  
USA  
Jul 2006



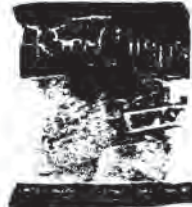
Zesty Ranch Baked  
Potato Crisps

**Glenn Foods**  
USA  
Jun 2006



Soy Crisps Extension

**H.L. Benndorf**  
USA  
Jan 2006



Sweet Rice Crisps

**Natural Group**  
USA  
Aug 2006



Vegetable Crisps

**Kraft Foods**  
USA  
Jul 2006



Thin Crisps

**Tastemorr**  
USA  
Jun 2006

Rice Crisps

**Bimbo Bakeries**  
USA  
Jan 2006



Smoky Chipotle N'  
Cheese Corn Crisps

OPP 008790



**National Importers**  
USA  
Jan 2006



Sesame Rice Crisps

**Procter & Gamble**  
USA  
Jan 2006



Potato Crisps

**Frito-Lay**  
USA  
Jan 2006



Hot'n Spicy Barbecue  
Potato Crisps

**Calbee America**  
USA  
Dec 2005



Cinnamon Apple Crisps

**Frito-Lay**  
USA  
Oct 2005



Jalapeño Cheddar  
Potato Crisps

**Price Chopper**  
USA  
Oct 2005



Baked Thin Crisps

**Guiltless Gourmet**  
USA  
Sep 2005

Baked Potato Crisps

**Mirrotek Logical  
Approach**  
USA  
Sep 2005



Rice Crisps

**GMB Enterprises**  
USA  
Sep 2005



Baked Potato Crisps

**Kraft Foods**  
USA  
Sep 2005



Thin Crisps Super  
Variety Pack

**Eurochoc**  
USA  
Aug 2005

Pop'Em Potato Crisps

**Procter & Gamble**  
USA  
Aug 2005



Repackaged Potato  
Crisps

**Target**  
USA  
Aug 2005



Baked Snack Crisps

**BJWC**  
USA  
Aug 2005



All Natural Soy Crisps

**GeniSoy**  
USA  
Aug 2005



Repackaged Creamy  
Ranch Soy Crisps

**Trader Joe's**  
USA  
Jul 2005



Potato Crisps

OPP 008791

**Stacy's**  
USA  
Jul 2005



Soy Thin Crisps  
Extensions

**Procter & Gamble**  
USA  
Jun 2005



Hickory BBQ Potato  
Crisps

**Classic Foods**  
USA  
May 2005



Potato Crisps

**Good Wives**  
USA  
Mar 2005

Tortilla Crisps Hors  
D'oeuvres Extensions

**Procter & Gamble**  
USA  
Jun 2005



Potato Crisps  
Extension

**Procter & Gamble**  
USA  
Jun 2005



Loaded Baked Potato  
Crisps

**Stacy's**  
USA  
Mar 2005



Buttery Caramel Soy  
Thin Crisps

**Procter & Gamble**  
USA  
Mar 2005



Original Potato Crisps

**Procter & Gamble**  
USA  
Jun 2005



Incredibles Snack Pack  
of Potato Crisps

**Snyder of Berlin**  
USA  
May 2005



Vegetable Crisps

**Procter & Gamble**  
USA  
Mar 2005



Potato Crisps Snack  
Stacks

**Frito-Lay**  
USA  
Feb 2005



Ranch Potato Crisps

**Procter & Gamble**  
USA  
Jun 2005



Fat Free Potato Crisps

**Stacy's**  
USA  
May 2005

Soy Thin Crisps  
Extension

**Frito-Lay**  
USA  
Mar 2005



Pizza Flavored Potato  
Crisps

**New York Style**  
USA  
Feb 2005



Everything Bagel  
Crisps Reformulation

OPP 008792



**Old Dutch Foods**  
USA  
Feb 2005



Baked Potato Crisps

**Procter & Gamble**  
USA  
Feb 2005



Potato Crisps

**Procter & Gamble**  
USA  
Feb 2005



Potato Crisps  
Extensions

**GeniSoy**  
USA  
Jan 2005



Potato Soy Crisps

**Frito-Lay**  
USA  
Dec 2004



Monterey Pepper Jack  
Potato Crisps

**Procter & Gamble**  
USA  
Dec 2004



Potato Crisps  
Packaging

**Carbsense Foods**  
USA  
Dec 2004



Soy Cake Caramel  
Crisps

**Quaker Foods & Beverages**  
USA  
Nov 2004



Soy Crisps

**Procter & Gamble**  
USA  
Nov 2004



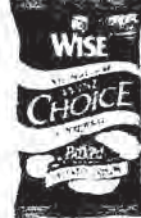
Potato Crisps  
Repackaging

**Target**  
USA  
Nov 2004



Waffle-Cut Crème  
Fraîche & Green Onion  
Crisps

**Wise Foods**  
USA  
Nov 2004



Baked Potato Crisps

**Lance**  
USA  
Nov 2004



Barbecue Potato Crisps

**Procter & Gamble**  
USA  
Nov 2004



Potato Crisps

**Procter & Gamble**  
USA  
Oct 2004



Prints Original Potato  
Crisps Repackaging

**Mike-Sell's Potato Chips**  
USA  
Oct 2004



Soy Crisps

**Procter & Gamble**  
USA  
Sep 2004



Limited Edition Potato  
Crisps

OPP 008793

**Glenn Foods**  
USA  
Sep 2004



Mint Fudge Soy Crisps

**Frito-Lay**  
USA  
Sep 2004



Salt & Vinegar Potato Crisps

**Brownstone Baking**  
USA  
Sep 2004



Mini Bagel Crisps Extensions

**Glenn Foods**  
USA  
Aug 2004



Low Fat Soy Crisps Repackaging

**Wise Foods**  
USA  
Aug 2004



Potato Crisps

**Procter & Gamble**  
USA  
Aug 2004



Back 2 School Potato Crisps

**Procter & Gamble**  
USA  
Jul 2004



Fat Free Potato Crisps

**Procter & Gamble**  
USA  
Jul 2004



Ketchup Blast Potato Crisps

**Procter & Gamble**  
USA  
Jul 2004



Flavored Potato Crisps

**Procter & Gamble**  
USA  
Jun 2004



Fun Facts Potato Crisps

**Quaker Foods & Beverages**  
USA  
May 2004



Snack Crisps

**Superpufft**  
USA  
Apr 2004



Barbecue Flavored Potato Crisps

**Snyder's of Hanover**  
USA  
Apr 2004



Soy Crisps

**Procter & Gamble**  
USA  
Mar 2004



Cheesier! Potato Crisps

**National Importers**  
US  
Mar 2004



Sweet Wafer Crisps

**Quaker Foods & Beverages**  
USA  
Feb 2004



Baked Crisps

OPP 008794



**Procter & Gamble**

USA  
Jan 2004



Potato Crisps  
Extension

**Procter & Gamble**

USA  
Oct 2003



Halloween Orange  
Colored Crisps 8-Pack

**Snyder's of Hanover**

USA  
Sep 2003



All Natural Veggie  
Crisps

**World Gourmet  
Marketing**

USA  
Sep 2003



Soy Crisps

**Procter & Gamble**

USA  
Aug 2003



Colored Potato Crisps

**Frito-Lay**

USA  
Aug 2003



Smart Snack Potato  
Crisps Packaging

**Family Foods**

USA  
Jul 2003



Flavored Snack Crisps

**Roberts American  
Gourmet**

USA  
Jun 2003



Potato Crisps

**Bimbo Bakeries**

USA  
May 2003



Smoky Chipotle N'  
Cheese Corn Crisps

**Procter & Gamble**

USA  
May 2003



White Cheddar Potato  
Crisps

**Glenn Foods**

USA  
Apr 2003



Soy Crisps

**Wai-Mart**

USA  
Mar 2003



Sour Cream and Onion  
Potato Crisps

**Glenn Foods**

USA  
Nov 2002



Low Fat Cheddar Soy  
Crisps

**Frito-Lay**

USA  
Oct 2002



Potato Crisps

**Family Foods**

USA  
Jul 2002



Savory Snack Crisps  
from Spain

**Regco**

USA  
Jun 2002



Treasure Crisps

OPP 008795

**Procter & Gamble**  
USA  
Jun 2002



Sweet Mesquite BBQ  
Potato Crisps

**Frito-Lay**  
USA  
May 2002



Sour Cream & Onion  
Crisps

**Glenn Foods**  
USA  
Apr 2002



Potato Crisps

**Calbee America**  
USA  
Jan 2002



Saya Snow Pea Crisps

**Procter & Gamble**  
USA  
Nov 2001



Potato Crisps in  
Shorter Canister

**Snyder's of Hanover**  
USA  
Nov 2001



Veggie Crisps

**Procter & Gamble**  
USA  
Jul 2001



Potato Crisps  
Extension

**Wal-Mart**  
USA  
Jun 2001



Regular Potato Crisps

**Kroger**  
USA  
Apr 2001



Baked Chicken Crisps  
Snack Crackers

**GeniSoy**  
USA  
Apr 2001



Soy Crisps!

**California Grapeseed**  
USA  
Jan 2001



Sesame Rice Crisps

**Stacy's**  
USA  
Nov 2000



Thin Crisps Soy Chips

**Glenn Foods**  
USA  
Jul 2000



Low Fat Soy Crisps

**Nabisco**  
USA  
Jul 1999



Air Crisps Crackers

**Nabisco**  
USA  
Mar 1999

Sour Cream & Onion  
Potato Crisps

**Frito-Lay**  
USA  
Mar 1999



Potato Crisps

OPP 008796



**Procter & Gamble**

USA  
Feb 1999



Pizza-Licious Potato Crisps

**Kellogg**

USA  
Nov 1998



Baked Potato Crisps

[http://www.gnpd.com/sinatra/gnpd/hotlink/item\\_id=10004958?utm\\_source=download&utm\\_medium=rtf](http://www.gnpd.com/sinatra/gnpd/hotlink/item_id=10004958?utm_source=download&utm_medium=rtf)

USA  
Dec 1997



Potato Air Crisps

**Tree of Life**

USA  
Sep 1997



Low Fat Baked Potato Crisps

[http://www.gnpd.com/sinatra/gnpd/hotlink/item\\_id=10001762?utm\\_source=download&utm\\_medium=rtf](http://www.gnpd.com/sinatra/gnpd/hotlink/item_id=10001762?utm_source=download&utm_medium=rtf)

**The Hain Celestial Group**

USA  
Aug 1997



Bagel Crisps Rice Cakes

**Gourmet America**

USA  
Mar 1997



Veggie Crisps

**Gourmet America**

USA  
Mar 1997



Fruit Crisps

USA  
Dec 1996



Extra Thin Baked Potato Crisps

**Granny Goose**  
USA  
Dec 1996

**Kettle**  
USA  
Aug 1996



Low-Fat Potato Crisps

Kettle Crisps

OPP 008797

**Frito-Lay**  
USA  
Nov 2011



Smart Mix

**Frito-Lay**  
USA  
Sep 2010



Assorted Snack Bags

**Costco Wholesale**  
USA  
Dec 2009



Specialty Chip Pack

**TrueNorth**  
USA  
Nov 2008



100% Natural Pistachio Crisps

**Roundy's**  
USA  
Nov 2008



Rice Crisps

**Procter & Gamble**  
USA  
Jul 2008



Cheesy Fries Potato Crisps

**Procter & Gamble**  
USA  
Jun 2008



Cheeseburger Flavoured Potato Snacks

**Genisoy**  
USA  
Jun 2008



Parmesan & Roasted Garlic Potato Bakes

**Jays Foods**  
USA  
May 2008



Naturally Baked Potato Crisps

**Procter & Gamble**  
USA  
Apr 2008



Philly Cheesesteak Potato Chips

**World Gourmet**  
USA  
Apr 2008



8 Grain Crisps

**Procter & Gamble**  
USA  
Mar 2008



Original Fat Free Potato Crisps

**Frito-Lay**  
USA  
Feb 2008



Original Potato Crisps

**World Gourmet**  
USA  
Jan 2008



Multi Grain Mini Crisps

**Just Off Melrose**  
USA  
Jan 2008



Caesar Crisps

**Procter & Gamble**  
USA  
Jan 2008



Potato Chips

OPP 008798



**Frito-Lay**

USA  
Nov 2007



Almond Crisps

**The Snack Factory**

USA  
Oct 2007



Pretzel Crackers

**Trader Joe's**

USA  
Sep 2007



Crisps

**World Gourmet Marketing**

USA  
Sep 2007

Multi Grain Crisps  
Repackaging

**Nonni's Food**

USA  
Aug 2007



Bagel Crisps  
Repackaging

**Utz Quality Foods**

USA  
Jun 2007



Potato Crisps

**Frito-Lay**

USA  
Jun 2007



Potato Crisps

**Procter & Gamble**

USA  
May 2007



Potato Crisps

**Procter & Gamble**

USA  
May 2007



Philly Cheesesteak  
Potato Crisps

**Procter & Gamble**

USA  
May 2007



Alter Ego Salsa Potato  
Crisps

**Procter & Gamble**

USA  
May 2007



Cheese and Chilli  
Potato Crisps

**Frito-Lay**

USA  
May 2007



Cheddar Flavored  
Potato Crisps

**Procter & Gamble**

USA  
Apr 2007



Potato Crisps

**Procter & Gamble**

USA  
Feb 2007



Scene It? Movie Trivia  
Original Crisps

**T. Marzetti**

USA  
Jan 2007



Bread Crisps

**Procter & Gamble**

USA  
Nov 2006



Bruschetta Flavored  
Potato Chips

OPP 008799

**Frito-Lay**

USA  
Nov 2006



Baked Fruit Crisps

**Frito-Lay**

USA  
Nov 2006



Baked Vegetable Crisps

**Seasons' Enterprises**

USA  
Sep 2006



Lite Baked Potato Chips

**Chesapeake Fields Farmers**

USA  
Aug 2006



Baked Soy Crisps

**Trader Joe's**

USA  
Jul 2006



Soy Crisps

**Procter & Gamble**

USA  
Jul 2006



King Can Repackaging

**Frito-Lay**

USA  
Jun 2006



Superman Returns  
Smart Mix Variety Sack

**Procter & Gamble**

USA  
Jan 2006



Potato Crisps

**Frito-Lay**

USA  
Jan 2006



Hot'n Spicy Barbecue  
Potato Crisps

**Frito-Lay**

USA  
Jan 2006



Cheddar & Sour Cream  
Potato Chips

**Frito-Lay**

USA  
Oct 2005



Jalapeño Cheddar  
Potato Crisps

**Price Chopper**

USA  
Oct 2005



Baked Thin Crisps

**Procter & Gamble**

USA  
Aug 2005



Repackaged Potato  
Crisps

**GeniSoy**

USA  
Aug 2005



Repackaged Creamy  
Ranch Soy Crisps

**Stacy's**

USA  
Jul 2005



Soy Thin Crisps  
Extensions

**John Wm. Macy's CheeseSticks**

USA  
Jul 2005



Double Cheese  
Crunchy Sourdough  
Squares Extension

OPP 008800



**John Wm. Macy's  
CheeseSticks**  
USA  
Jul 2005



Repackaged Double  
Cheese Sourdough  
Squares

**Procter & Gamble**  
USA  
Jun 2005



Potato Crisps  
Extension

**Frito-Lay**  
USA  
Jun 2005



Dill Pickle Flavored  
Potato Chips

**Procter & Gamble**  
USA  
Jun 2005



Loaded Baked Potato  
Crisps

**The Snack Factory**  
USA  
Apr 2005



Deli Style Garlic  
Snacks

**The Snack Factory**  
USA  
Mar 2005



Deli Style Crackers

**Stacy's**  
USA  
Mar 2005



Buttery Caramel Soy  
Thin Crisps

**Frito-Lay**  
USA  
Mar 2005



Pizza Flavored Potato  
Crisps

**Frito-Lay**  
USA  
Feb 2005



Ranch Potato Crisps

**Procter & Gamble**  
USA  
Feb 2005



Potato Crisps

**Frito-Lay**  
USA  
Dec 2004



Monterey Pepper Jack  
Potato Crisps

**Procter & Gamble**  
USA  
Dec 2004



Potato Crisps  
Packaging

**Quaker Foods &  
Beverages**  
USA  
Nov 2004



Soy Crisps

**Procter & Gamble**  
USA  
Nov 2004



Potato Crisps  
Repackaging

**Target**  
USA  
Nov 2004



Waffle-Cut Crème  
Fraiche & Green Onion  
Crisps

**Procter & Gamble**  
USA  
Nov 2004



Potato Crisps

OPP 008801

**Mike-Sell's Potato Chips**

USA  
Oct 2004



Soy Crisps

**Procter & Gamble**

USA  
Sep 2004



Limited Edition Potato Crisps

**Glenn Foods**

USA  
Sep 2004



Mint Fudge Soy Crisps

**Frito-Lay**

USA  
Sep 2004



Salt & Vinegar Potato Crisps

**Procter & Gamble**

USA  
Sep 2004



Trivial Pursuit Junior Prints Potato Chips

**Procter & Gamble**

USA  
Sep 2004



Chili Cheese Potato Chips

**Wise Foods**

USA  
Aug 2004



Potato Crisps

**Procter & Gamble**

USA  
Jul 2004



Potato Crisp Repackaging

**Procter & Gamble**

USA  
Jul 2004



Fat Free Potato Crisps

**Procter & Gamble**

USA  
Jul 2004



Ketchup Blast Potato Crisps

**Procter & Gamble**

USA  
Jul 2004



Grab and Go! Potato Chips

**Procter & Gamble**

USA  
Jul 2004



Flavored Potato Crisps

**Procter & Gamble**

USA  
Mar 2004



Cheesier! Potato Crisps

**Procter & Gamble**

USA  
Jan 2004



Potato Crisps Extension

**World Gourmet Marketing**

USA  
Sep 2003



Soy Crisps

**Procter & Gamble**

USA  
Aug 2003



Colored Potato Crisps

OPP 008802



**Procter & Gamble**  
USA  
May 2003



White Cheddar Potato Crisps

**Frito-Lay**  
USA  
Jun 2002



New Potato Snack

**Stacy's**  
USA  
Aug 2001



Flavor Extension

**Stacy's**  
USA  
Nov 2000

Thin Crisps Soy Chips

**Glenn Foods**  
USA  
Apr 2003



Soy Crisps

**Frito-Lay**  
USA  
May 2002



Sour Cream & Onion Crisps

**Procter & Gamble**  
USA  
Jul 2001



Potato Crisps Extension

**Nabisco**  
USA  
Oct 2000



Tortilla Chips

**Just Off Melrose**  
USA  
Mar 2003



Four Cheese Olive & Garlic Snacks

**Frito-Lay**  
USA  
Feb 2002



Puffed Wheat Snacks

**GeniSoy**  
USA  
Apr 2001



Soy Crisps!

**Glenn Foods**  
USA  
Jul 2000



Low Fat Soy Crisps

**Frito-Lay**  
USA  
Oct 2002



Potato Crisps

**Procter & Gamble**  
USA  
Nov 2001



Potato Crisps in Shorter Canister

**Procter & Gamble**  
USA  
Dec 2000



Spicy Cajun Chips

**Procter & Gamble**  
USA  
Jul 2000



New Packaging

OPP 008803

Mintel

Nabisco  
USA  
Jun 2000



Flavor Extension

Procter & Gamble  
USA  
May 1999



Salt & Vinegar Chips

Procter & Gamble  
USA  
Nov 1996

Fat Free Pringles

OPP 008804



**Snack Factory**  
USA  
Nov 2011



Chipotle Cheddar

**Cain Foods**  
USA  
Aug 2011



Barbecue Flavoured  
Potato Crisps

**Cain Foods**  
USA  
Aug 2011



White Cheddar Corn  
Crisps

**The Snack Factory**  
USA  
Nov 2010



Original Pretzel  
Crackers

**Snack Factory**  
USA  
Jun 2010



Garlic Parmesan  
Flavored Pretzel  
Snacks

**The Snack Factory**  
USA  
Jun 2010



Buffalo Wing Pretzels

**The Snack Factory**  
USA  
Jun 2010



Tuscan Three Cheese  
Pretzel Snacks

**Snyder's of Hanover**  
USA  
May 2009



Original Vegetable  
Crisps

**Kraft Foods**  
USA  
Feb 2009



Snack Bars

**Snyder's of Hanover**  
USA  
Dec 2008



Original Vegetable  
Crisps

**The Snack Factory**  
USA  
Nov 2008



Crunchy Snack

**Snack Factory**  
USA  
Jul 2008



100 Calorie Snack Pack

**Kraft Foods**  
USA  
Jul 2008



Mixed Berry Snack Bar

**The Snack Factory**  
USA  
Jun 2008



Rosemary & Olive Oil  
Pretzel Crackers

**Kraft Foods**  
USA  
May 2008



Snack Bar

**Kellogg**  
USA  
Feb 2008



Baked Cheese Snacks

OPP 008805

**Frito-Lay**  
USA  
Feb 2008



Baked Cracker Crisps

**Just Off Melrose**  
USA  
Jan 2008



Caesar Crisps

**The Snack Factory**  
USA  
Oct 2007



Pretzel Crackers

**Snack Factory**  
USA  
Aug 2007



Pretzel Snacks

**General Mills**  
USA  
Oct 2006



Crispy Baked Pieces of Real Apple

**Sunshine Biscuits**  
USA  
Sep 2006



Bite-Sized Cheese Snacks

**The Snack Factory**  
USA  
Aug 2006



Everything Pretzel Crackers

**General Mills**  
USA  
Jun 2006



Baked Pieces of Real Apple

**The Snack Factory**  
USA  
Jun 2006



Deli Style Pretzel Crackers

**Inter-American Products**  
USA  
Jun 2006



Rice Snacks

**Kellogg**  
USA  
Mar 2006



Crackers

**Price Chopper**  
USA  
Oct 2005



Baked Thin Crisps

**Oberto Sausage**  
USA  
May 2005



Oven Roasted Beef Jerky

**The Snack Factory**  
USA  
Apr 2005



Deli Style Garlic Snacks

**The Snack Factory**  
USA  
Mar 2005



Deli Style Crackers

**Snack Factory**  
USA  
Feb 2005



Pretzel Crackers

OPP 008806



**Snyder's of Hanover**  
USA  
Oct 2003



All Natural Snack  
Extension

**Kroger**  
USA  
Dec 2002



Rice Snacks Extension

**Family Foods**  
USA  
Jul 2003



Flavored Snack Crisps

**Just Off Melrose**  
USA  
Jul 2002

**Just Off Melrose**  
USA  
Mar 2003



Four Cheese Olive &  
Garlic Snacks

**Family Foods**  
USA  
Jul 2002



Savory Snack Crisps  
from Spain

**Stacy's**  
USA  
Jan 2003



New Baked Soy Chips  
Packaging

**Frito-Lay**  
USA  
Jun 2002



New Potato Snack

**Anchor Food  
Products**  
USA  
Oct 2001



Nacho Cheddar  
Poppers

**Pita Crisps**  
USA  
Jul 2000



Snack Chips

**Stacy's**  
USA  
Aug 2001



Flavor Extension

**Nabisco**  
USA  
Jun 2000



Flavor Extension

**Kettle**  
USA  
May 2001



Potato Chip Extensions

**Kettle**  
USA  
Apr 2000

Single Serve Bags

**Nabisco**  
USA  
Oct 2000



Tortilla Chips

**Nabisco**  
USA  
Mar 1999

Sour Cream & Onion  
Potato Crisps

OPP 008807

[http://www.gnpd.com/sinatra/gnpd/hotlink/item\\_id=10004958?utm\\_source=download&utm\\_medium=rtf](http://www.gnpd.com/sinatra/gnpd/hotlink/item_id=10004958?utm_source=download&utm_medium=rtf)

USA  
Dec 1997



Potato Air Crisps

[http://www.gnpd.com/sinatra/gnpd/hotlink/item\\_id=10002766?utm\\_source=download&utm\\_medium=rtf](http://www.gnpd.com/sinatra/gnpd/hotlink/item_id=10002766?utm_source=download&utm_medium=rtf)

USA  
Mar 1997

[http://www.gnpd.com/sinatra/gnpd/hotlink/item\\_id=10001377?utm\\_source=download&utm\\_medium=rtf](http://www.gnpd.com/sinatra/gnpd/hotlink/item_id=10001377?utm_source=download&utm_medium=rtf)

USA  
Oct 1996



Pretzel

**Kettle**

USA  
Aug 1996



Kettle Crisps

96% Fat-Free Baked  
Tortilla Chips

OPP 008808




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# CIABATTA CRISPS

<b>Word Mark</b>	CIABATTA CRISPS
<b>Goods and Services</b>	(ABANDONED) IC 030. US 046. G & S: ITALIAN BREAD TOAST, NAMELY CIABATTA TOASTED CRACKERS. FIRST USE: 20080701. FIRST USE IN COMMERCE: 20080701
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78963000
<b>Filing Date</b>	August 29, 2006
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Owner</b>	(APPLICANT) PRINCETON VANGUARD, LLC LIMITED LIABILITY COMPANY DELAWARE 2711 CENTERVILLE ROAD SUITE 400 WILMINGTON DELAWARE 19808
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Denise I. Mroz
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "Ciabatta" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL-2(F)-IN PART
<b>Live/Dead Indicator</b>	DEAD
<b>Abandonment Date</b>	October 16, 2008

**Distinctiveness  
Limitation Statement** as to "CRISPS"

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Attachment - 34  
Attachment - 35  
Attachment - 36  
Attachment - 37  
Attachment - 38

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**UNITED STATES PATENT AND TRADEMARK OFFICE**

**SERIAL NO:** 78/963000

**MARK:** CIABATTA CRISPS

**\*78963000\***

**CORRESPONDENT ADDRESS:**

Denise I. Mroz  
Woodcock Washburn LLP  
Cira Centre, 12th Floor  
2929 Arch Street  
Philadelphia PA 19104-2891

**RESPOND TO THIS ACTION:**

<http://www.uspto.gov/teas/eTEASpageD.htm>

**GENERAL TRADEMARK INFORMATION:**

<http://www.uspto.gov/main/trademarks.htm>

**APPLICANT:** PRINCETON VANGUARD,  
LLC

**CORRESPONDENT'S REFERENCE/DOCKET  
NO:**

PRVA-0020

**CORRESPONDENT E-MAIL ADDRESS:**

trademarks@woodcock.com

**OFFICE ACTION**

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

**ISSUE/MAILING DATE:** 4/15/2008

The request for reconsideration filed January 23, 2008, presents a new issue that must be addressed. TMEP §715.03(b). This non-final Office action supersedes the previously-issued final Office action dated July 30, 2007.

Accordingly, applicant must respond to all refusal(s) and/or requirement(s) set forth below within six months of the mailing date of this Office action. If applicant files an appeal at this time, the appeal would be considered premature. 37 C.F.R. §2.141; TMEP §715.03(b).

**REFUSAL UNDER SECTION 2(f) – ACQUIRED DISTINCTIVENESS**



This application was under Final refusal on the grounds that the matter presented for registration is merely descriptive of the goods. Applicant's request for reconsideration does not concede the descriptiveness issue, but makes a claim of acquired distinctiveness in light of various items of evidence submitted.

The showing of acquired distinctiveness is insufficient to overcome the refusal under Section 2(e)(1). The refusal is continued.

In determining whether the proposed mark has acquired distinctiveness, the following factors are generally considered: (1) length and exclusivity of use of the mark in the United States by applicant; (2) the type, expense and amount of advertising of the mark in the United States; and (3) applicant's efforts in the United States to associate the mark with the source of the goods and/or services, such as unsolicited media coverage and consumer studies. *See In re Steelbuilding.com*, 415 F.3d 1293, 1300, 75 USPQ2d 1420, 1424 (Fed. Cir. 2005). A showing of acquired distinctiveness need not consider all of these factors, and no single factor is determinative. *In re Steelbuilding.com*, 415 F.3d at 1300, 75 USPQ2d at 1424; *see* TMEP §§1212 *et seq.*

The burden of proving that a mark has acquired distinctiveness is on the applicant. *Yamaha Int'l Corp. v. Yoshino Gakki Co.*, 840 F.2d 1572, 6 USPQ2d 1001, 1004 (Fed. Cir. 1988); *In re Meyer & Wenthe, Inc.*, 267 F.2d 945, 122 USPQ 372 (C.C.P.A. 1959); TMEP §1212.01. An applicant must establish that the purchasing public has come to view the proposed mark as an indicator of origin.

Allegations of sales and advertising expenditures cannot per se establish that a term has acquired significance as a mark. It is necessary to examine the advertising material to determine how the term is used, the commercial impression created by such use, and the significance the term would have to prospective purchasers. TMEP §1212.06(b); *see In re Boston Beer Co.*, 198 F.3d 1370, 53 USPQ2d 1056 (Fed. Cir. 1999); *In re Packaging Specialists, Inc.*, 221 USPQ 917, 920 (TTAB 1984).

The ultimate test in determining acquisition of distinctiveness under Trademark Act Section 2(f) is not applicant's efforts, but applicant's success in educating the public to associate the claimed mark with a single source. TMEP §1212.06(b); *see In re Packaging Specialists*, 221 USPQ at 920; *In re Redken Labs., Inc.*, 170 USPQ 526 (TTAB 1971).

The record supports a finding that the mark as used on the goods is generic use. Two questions present themselves on the issue of acquired distinctiveness. First, is the mark capable of distinguishing the goods from those of others and, if so, has sufficient showing been made of acquired distinctiveness.

It appears on the record that the matter present is generic of applicant's goods.

#### **GENERIC REFUSAL**

Registration is refused on the Supplemental Register because the applied-for mark is generic for applicant's goods. Trademark Act Section 23(c), 15 U.S.C. §1091(c); *see In re Gould Paper Corp.*, 834 F.2d 1017, 5 USPQ2d 1110 (Fed. Cir. 1987) (holding SCREENWIPE generic as applied to premoistened antistatic cloths for cleaning computer and television screens); *In re Northland Aluminum Prods., Inc.*, 777 F.2d 1556, 227 USPQ 961 (Fed. Cir. 1985) (holding BUNDT, a term that designates a type of cake, generic for ring cake mix); *In re Cent. Sprinkler Co.*, 49 USPQ2d 1194 (TTAB 1998) (holding ATTIC generic for sprinklers installed primarily in attics); *In re Stanbel, Inc.*, 16 USPQ2d 1469 (TTAB 1990) (holding ICE PAK generic for reusable ice substitute for use in food and beverage coolers); TMEP



§§1209.01(c) *et seq.*

Applicant's goods are a kind of Italian bread toast. The original application listed the goods as "Italian bread toasts," without further specificity. The amended identification is "Italian bread toast, namely ciabatta toasted crackers." There is no question that Ciabatta is generic for a kind of bread as indicated in the evidence of record. Further, "bread crisps" is a generic term. Bread crisps made with Ciabatta bread would be known as Ciabatta crisps.

A combination of generic words may result in a unitary designation that is registrable if the meaning is incongruous or the juxtaposition of such words evokes a unique commercial impression. However, if the combination of two or more generic words is such that each word retains its generic significance, then the combined expression is generic and incapable of denoting source. *See In re Gould Paper Corp.*, 834 F.2d 1017, 5 USPQ2d 1110 (Fed. Cir. 1987) (SCREENWIPE); *see also In re Leatherman Tool Group, Inc.*, 32 USPQ2d 1443 (TTAB 1994) (POCKET SURVIVAL TOOL); *In re Lowrance Elecs.*, 14 USPQ2d 1251 (TTAB 1989) (COMPUTER SONAR); *Turtle Wax, Inc. v. Blue Coral, Inc.*, 2 USPQ2d 1534 (TTAB 1987) (WASH WAX); TMEP §1209.01(c)(i).

The goods are Italian bread toasts that are further described as "crackers." The term "cracker" is defined, in part, as "4: a dry thin crispy baked bread product that may be leavened or unleavened." <http://www.merriam-webster.com/dictionary>.

The Register contains several registrations with the term "bread crisps" in the ID. CIABATTA merely names a particular type of bread (see attachments).

Also, Reg. No. 2228609 is the mark CALIFORNIA CRISPS for "crackers" registered under Section 2(f) and the word CRISPS is disclaimed. Reg. No. 3277216 is the mark CHEEZ-IT CRISPS for "crackers" with the word CRISPS disclaimed and Reg. No. 2701213 is the mark GENOA CRISPS for "snack foods, namely, crackers" with the word CRISPS disclaimed.

The term "cracker" is broad enough to include bread crisps. On the record, it appears that applicant Italian bread toasts are, in fact, Ciabatta crisps and incapable of serving as a source indicator.

#### **SECTION 2) SHOWING**

Applicant amended the application to assert acquired distinctiveness based on a claim of ownership of a prior registration and other evidence. However, because the mark is highly descriptive or generic of the goods and/or services, applicant's claim of ownership of a prior registration is insufficient evidence of acquired distinctiveness. *See In re Loew's Theatres, Inc.*, 769 F.2d 764, 226 USPQ 865, 869 (Fed. Cir. 1985); TMEP §1212.04(a). Even with applicant's additional evidentiary showing, it can not be said on the basis of the record that applicant's designation is recognized as an indicator of source.

If additional evidence is submitted, the following factors are generally considered when determining acquired distinctiveness: (1) length and exclusivity of use of the mark in the United States by applicant; (2) the type, expense and amount of advertising of the mark in the United States; and (3) applicant's efforts in the United States to associate the mark with the source of the goods and/or services, such as unsolicited media coverage and consumer studies. *See In re Steelbuilding.com*, 415 F.3d 1293, 1300, 75 USPQ2d 1420, 1424 (Fed. Cir. 2005). A showing of acquired distinctiveness need not consider all of these factors, and no single factor is determinative. *In re Steelbuilding.com*, 415 F.3d at 1300, 75



USPQ2d at 1424; *see* TMEP §§1212 *et seq.*

#### **RESPONSE GUIDELINES**

No set form is required for response to this Office action. The applicant must respond to each point raised. The applicant should simply set forth the required changes or statements and request that the Office enter them. The applicant must sign the response. In addition to the identifying information required at the beginning of this letter, the applicant should provide a telephone number to speed up further processing.

In all correspondence to the Patent and Trademark Office, the applicant should list the name and law office of the examining attorney, the serial number of this application, the mailing date of this Office action, and the applicant's telephone number.

/Chris Wells/  
Examining Attorney  
Law Office 106  
(571) 272-9238

**RESPOND TO THIS ACTION:** If there are any questions about the Office action, please contact the assigned examining attorney. A response to this Office action should be filed using the form available at <http://www.uspto.gov/teas/eTEASpageD.htm>. If notification of this Office action was received via e-mail, no response using this form may be filed for 72 hours after receipt of the notification. **Do not attempt to respond by e-mail as the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

**STATUS CHECK:** Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.







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<b>Word Mark</b>	CIABATTA CRISPS
<b>Goods and Services</b>	(ABANDONED) IC 030. US 046. G & S: Crackers made from toasted bread. FIRST USE: 20080701. FIRST USE IN COMMERCE: 20080701
<b>Mark Drawing Code</b>	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
<b>Serial Number</b>	77457018
<b>Filing Date</b>	April 24, 2008
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Date Amended to Current Register</b>	October 14, 2008
<b>Owner</b>	(APPLICANT) PRINCETON VANGUARD, LLC LIMITED LIABILITY COMPANY DELAWARE SUITE 400 2711 CENTERVILLE ROAD WILMINGTON DELAWARE 19808
<b>Attorney of Record</b>	Denise I. Mroz
<b>Description of Mark</b>	Color is not claimed as a feature of the mark.
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	SUPPLEMENTAL
<b>Live/Dead Indicator</b>	DEAD
<b>Abandonment Date</b>	May 20, 2009

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Attachment - 34  
Attachment - 35  
Attachment - 36  
Attachment - 37  
Attachment - 38  
Attachment - 39  
Attachment - 40  
Attachment - 41  
Attachment - 42  
Attachment - 43  
Attachment - 44

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**UNITED STATES PATENT AND TRADEMARK OFFICE**

**SERIAL NO:** 77/457018

**MARK:** CIABATTA CRISPS

**\*77457018\***

**CORRESPONDENT ADDRESS:**

Denise I. Mroz  
WOODCOCK WASHBURN LLP  
CIRA CENTRE, 12TH FLOOR  
2929 ARCH STREET  
PHILADELPHIA PA 19104-2891

**RESPOND TO THIS ACTION:**

<http://www.uspto.gov/teas/eTEASpageD.htm>

**GENERAL TRADEMARK INFORMATION:**

<http://www.uspto.gov/main/trademarks.htm>

**APPLICANT:** PRINCETON VANGUARD,  
LLC

**CORRESPONDENT'S REFERENCE/DOCKET  
NO:**

PRVA-0045

**CORRESPONDENT E-MAIL ADDRESS:**

trademarks@woodcock.com

**OFFICE ACTION**

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS  
OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

**ISSUE/MAILING DATE:** 11/19/2008

This Office action is in response to applicant's correspondence filed on October 28, 2008 in which

applicant amended the application to seek registration on the Supplemental Register. In light of this amendment, the Section 2(e)(1) refusal is withdrawn. In addition, in light of this amendment, a new refusal is set forth below.

**REFUSAL ON SUPPLEMENTAL REGISTER – MARK IS GENERIC AS APPLIED TO THE GOODS**

Registration is refused on the Supplemental Register because the applied-for mark is generic for applicant's goods. Trademark Act Section 23(c), 15 U.S.C. §1091(c); *see In re Gould Paper Corp.*, 834 F.2d 1017, 5 USPQ2d 1110 (Fed. Cir. 1987) (holding SCREENWIPE generic as applied to premoistened antistatic cloths for cleaning computer and television screens); *In re Northland Aluminum Prods., Inc.*, 777 F.2d 1556, 227 USPQ 961 (Fed. Cir. 1985) (holding BUNDT, a term that designates a type of cake, generic for ring cake mix); *In re Cent. Sprinkler Co.*, 49 USPQ2d 1194 (TTAB 1998) (holding ATTIC generic for sprinklers installed primarily in attics); *In re Stanbel, Inc.*, 16 USPQ2d 1469 (TTAB 1990) (holding ICE PAK generic for reusable ice substitute for use in food and beverage coolers); TMEP §§1209.01(c) *et seq.*

Generic terms are terms that the relevant purchasing public understands primarily as the common or class name for the goods and/or services. TMEP §1209.01(c); *see In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341, 1344, 57 USPQ2d 1807, 1810 (Fed. Cir. 2001); *H. Marvin Ginn Corp. v. Int'l Ass'n of Fire Chiefs, Inc.*, 782 F.2d 987, 989, 228 USPQ 528, 530 (Fed. Cir. 1986). Generic terms are by definition incapable of indicating a particular source of the goods and/or services, and cannot be registered as trademarks and/or service marks; doing so "would grant the owner of the mark a monopoly, since a competitor could not describe his goods as what they are." *In re Merrill Lynch, Pierce, Fenner & Smith, Inc.*, 828 F.2d 1567, 1569, 4 USPQ2d 1141, 1142 (Fed. Cir. 1987); *see* TMEP §1209.01(c).

In this case, the applicant seeks to register the mark CIABATTA CRISPS for "crackers made from toasted bread." As the attached dictionary entries show, "ciabatta" is defined as "a flat white Italian bread made with olive oil," "crisp" is defined as "dry and firm, and of a texture that breaks easily" and "cracker" is defined as "a thin crisp wafer or biscuit, usually made of unsweetened dough." Moreover, as the attached Internet evidence shows, bread that has been made crispy are often called bread "crisps." In addition, as the attached X-Search evidence shows, "bread crisp" is commonly used to identify crispy/crunchy food made from bread. Lastly, as the attached evidence from Epicurius, Allmenu and Tony-O shows, goods such as the applicant's are often called "ciabatta crisps."

For the reasons set forth below, registration is refused pursuant to Section 23 of the Trademark Act. Although the examining attorney has refused registration, the applicant may present arguments and/or evidence in support of registration.

/Melissa Vallillo/  
Examining Attorney  
Law Office 113